

## **Abstract**

The elections to the Chamber of Deputies of the Parliament of the Czech Republic on 28<sup>th</sup> and 29<sup>th</sup> May 2010 was called Facebook elections. The reason for such title was the scale of usage of Facebook by the political parties for their campaigns. The thesis Facebook and the elections. The analysis of a self-presentation of the Czech political parties before the elections to the Chamber of Deputies of the Parliament of the Czech Republic in 2010 focuses on a semiotic analysis of Facebook accounts of some political parties and their chairmen. During the monitored period Facebook presentations were presented by the Civic Democratic Party, the Czech Social Democratic Party, TOP 09, the Public Affairs party, Christian Democratic Union – Czechoslovak People's Party and the Greens. The Communist Party of Bohemia and Moravia was not officially registered on Facebook. We also analyzed Facebook pages of Mirek Topolánek (ODS), Petr Nečas (ODS), Jiří Paroubek (ČSSD), Karel Schwarzenberg (TOP 09), Radek John (VV), Cyril Svoboda (KDU-ČSL) and Ondřej Liška (SZ).

We call Facebook a viral social network. We analyzed it as a cyberspace with an ambivalent structure which influences the mean of a communication process before elections. Rhizomatic map of Facebook is comparable with a topology of a virtual cafe. We also present a comparison to an egocentric structure of a monitored socioware. With the help of a theory of a political marketing we also show on what principals does the facebook campaign work and how does it differ from means of propaganda of political parties in previous years. We are trying to understand when the self-presentation and reveal of the background is effective and when it, on the contrary, leads to a demystification of a political authority. Among others we specify what proprieties should a facebook communication, of a political entity with their voters, contain in order to be successful.

**Keywords:** Facebook, elections, campaign, semiotics, political marketing